

MARLBORO ULTRA LIGHTS

05-Jan

PORTLAND (RED/CORR)

INDIANAPOLIS (BLUE/WHITE)

W/E	RETAIL AUDITS							FACTORY SHIPMENTS	RETAIL AUDITS							FACTORY SHIPMENTS						
	TOTAL SHARE UNADJ.	TOTAL SHARE ADJ.	KINGS SHARE	100'S SHARE	% BIG IF	EFF DIST/ OOS	# SET SELLS	4 WK AVG SHARE ADJUSTED	4 WK ICC SHARE @ ADJUSTED	INFOSCAN SHARE ADJUSTED	SPACE DIST	TOTAL SHARE UNADJ.	TOTAL SHARE ADJ.	KINGS SHARE	100'S SHARE	% BIG IF	EFF DIST/ OOS	# SET SELLS	4 WK AVG SHARE ADJ.	4 WK ICC SHARE @ ADJ.	INFOSCAN SHARE ADJ.	SPACE DIST
05/07	0.2	0.3	0.2	0.1	0.0	63(-)	10			0.0		0.3	0.3	0.2	0.1	0	53(5)	1				0.0
05/14	0.7	0.9	0.4	0.5	13.0	72(-)	16	2.74		0.2	68	0.6	0.6	0.3	0.3	0	63(-)	7	1.28		0.2	67
05/21	1.0	1.3	0.7	0.6	25.0	73(5)	14	2.82	1.0	0.2	80	1.3	1.3	0.7	0.6	16	66(16)	7	1.07	0.8	0.4	87
05/28	0.9	1.1	0.6	0.6	7.0	74(5)	15	1.86	1.2	0.4	86	1.0	1.0	0.5	0.6	6	73(12)	13	1.17	1.1	0.4	89
06/04	1.1	1.4	0.7	0.7	10.0	79(1)	18	1.72	0.9	0.5	89	1.2	1.2	0.7	0.6	17	74(7)	9	1.28	1.2	0.5	91
06/11	1.5	1.9	0.9	1.0	5.0	88(1)	18	1.04	0.9	0.5	91	0.8	0.8	0.5	0.3	4	69(9)	8	1.32	1.1	0.7	87
06/18	1.6	2.0	0.9	1.1	5.0	89(-)	17	0.46	0.9	0.6	93	1.5	1.5	0.8	0.7	19	73(9)	11	0.99	1.3	0.6	89
06/25	1.3	1.6	0.7	0.9	12.0	88(-)	18	0.41	0.9	0.6	94	1.4	1.4	0.8	0.6	5	73(12)	13	0.79	1.3	1.0	94
07/02								0.41	0.9	0.6	94								1.25	1.4	1.0	96
07/09	1.0	1.3	0.6	0.7	4.0	89(4)	14	0.41	0.8	0.7	95	1.3	1.3	0.7	0.6	3	80(8)	15	1.29	1.4	1.0	96
07/16								0.44	0.8	0.7	97								1.36	1.3	1.1	96
07/23	1.3	1.6	0.8	0.8	-	89(3)	10	0.44	0.7	0.6	97	1.6	1.6	1.0	0.6	4	81(8)	14	1.51	1.2	1.0	96
07/30								0.43	1.0	0.8	97								1.00	0.8	1.1	96
08/06	1.0	1.3	0.7	0.6	-	85(2)	10	0.66	0.9	0.5	97	1.5	1.5	0.9	0.6	-	89(1)	15	1.16	0.8	1.2	96
08/13								0.70	0.9	0.6	97								1.14	0.8	1.1	96
08/20	1.3	1.6	0.7	0.9	-	93(0)	7	0.75	0.9	0.7	97	1.6	1.6	0.9	0.7	-	90(1)	16	1.09	0.8	1.2	96
08/27								0.75	0.8	1.1	98								1.15	0.8	1.5	97
09/03	1.3	1.6	0.9	0.7	-	92(1)	9	0.64	0.6	1.1	98	1.6	1.6	0.9	0.7	-	88(2)	14	1.03	0.8	1.8	97
09/10								0.65	0.6	1.0	98								1.07	0.9	1.6	96
09/17	1.2	1.5	0.8	0.7	-	97(2)	11	0.70	0.6	0.8	98	1.6	1.6	0.9	0.7	2	90(5)	8	1.08	0.8	1.3	97
09/24								0.70	0.6	0.8	98								1.16	1.0	1.3	97
10/01	1.1	1.4	0.6	0.8	-	92(2)	9	0.64	0.6	0.8	97	1.6	1.5	0.7	0.8	-	91(2)	11	1.04	1.0	1.2	97
10/08								0.74	0.6	0.7	97								0.91	0.9	1.3	97
10/15	1.2	1.5	0.8	0.7	-	96(2)	9	0.78	0.6	0.7 (P)	97	1.6	1.6	0.9	0.7	-	89(5)	11	0.82	0.9	1.3(P)	97
10/22								0.79	0.6	0.8 (P)	97								0.75	0.8	1.6(P)	97
10/29	1.2	1.6	0.8	0.7	-	98(0)	10	0.80	0.6	0.8 (P)	97	1.5	1.5	1.0	0.5	-	89(3)	11	0.79	0.8	1.6(P)	97
11/05								0.88	0.6	1.0 (P)	97								0.89	0.8	1.2(P)	97
11/12	1.0	1.3	0.7	0.6	-	95(3)	5	0.83	0.6	1.0 (P)	97	1.6	1.6	1.0	0.6	-	92(3)	13	0.93	0.9	1.4(P)	97
11/19								0.83	0.6	0.8 (P)	97								0.83	1.0	1.4(P)	97
11/26	1.0	1.3	0.7	0.6	-	94(1)	4	0.64	0.6	1.0 (P)	97	1.5	1.5	0.9	0.6	-	91(5)	13	0.90	0.9	1.4(P)	97
12/03								0.74	0.6	0.8 (P)	98								0.76	0.9	1.3(P)	97
12/10	1.0	1.3	0.6	0.7	-	94(0)	4	0.89	1.0 (P)	98		1.6	1.6	0.9	0.7	-	88(9)	12	0.79		1.4(P)	97
12/17								0.85			98								0.83			97
12/24	0.9(P)	1.1	0.5	0.6	-	95(3)	4	0.61				1.5(P)	1.5	0.8	0.7	-	86(6)	11	0.96			

(P) PRELIMINARY

Ⓢ Includes 1 distributor representing 34% of the trading area's volume

* 2nd distributor added.

3rd distributor added.

ⓈⓈ Includes 3 distributors representing 16% of the trading area's volume

1.06 1.3% 8.1%

.97 .09 an

1.2 .1 adj

2046164749

1.1 7.8%
1.02 .05 ma

MARLBORO ULTRA LIGHTS
NASHVILLE (RED/WHITE)

08-Jan

RETAIL AUDITS

W/E	TOTAL SHARE UNADJ	TOTAL SHARE ADJUSTED	KINGS SHARE	100'S SHARE	% B1G1F	EFF DIST/ OOS	FACTORY SHIPMENTS 4 WK AVG SHARE ADJUSTED	4 WK ICC SHARE ADJUSTED	INFOSCAN SHARE	SPACE DIST
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10/8	0.2	0.2	0.1	0.1	0	57 (0)			NA	
10/15	1.0	1.0	0.5	0.4	0	80 (2)	1.73		NA	
10/22	1.4	1.4	0.7	0.7	13	78 (17)	2.65	1.8	NA	86
10/29	1.7	1.7	0.9	0.8	12	96 (9)	2.26	1.6	NA	93
11/5	2.3	2.3	1.2	1.1	48	89 (8)	2.19	1.3	NA	95
11/12	2.3	2.3	1.2	1.1	29	89 (7)	2.16	1.7	NA	95
11/19	1.6	1.6	0.8	0.8	15	87 (9)	0.92	1.6	NA	95
11/26	1.5	1.5	0.7	0.8	7	86 (4)	0.85	1.4	NA	96
12/3							0.94	1.6	NA	96
12/10	1.6	1.6	0.9	0.7	2	89 (5)	0.95	1.7	NA	96
12/17							0.87			97
12/24	1.6(P)	1.5	0.8	0.7	2	92 (8)	1.09			
12/31										

(P) PRELIMINARY

1.5

13%

1.31

.189

2046164750